

What is claimed is:

1. Individualized intrafiber crosslinked cellulosic fibers comprising cellulose fibers reacted with an effective amount of a crosslinking agent in the presence of an effective amount of a C<sub>4</sub> –C<sub>12</sub> polyol to form intrafiber crosslinked cellulosic fibers characterized by Whiteness Index, (WI<sub>CDM-L</sub>) greater than about 69.0.
2. The fibers of Claim 1 having an *L* value greater than about 94.5.
3. The fibers of Claim 1 having an *a* value greater than about -1.55 and less than about -0.60.
4. The fibers of Claim 1 having a *b* value less than about 8.50.
5. The fibers of Claim 1 wherein the crosslinking agent is an  $\alpha$ -hydroxy polycarboxylic acid.
6. The fibers of Claim 5 wherein the  $\alpha$ -hydroxy polycarboxylic crosslinking agent is selected from the group consisting of malic acid, tartaric acid, citric acid, tartronic acid,  $\alpha$ -hydroxyglutaric acid, and citramalic acid and mixtures thereof.
7. The fibers of claim 6 wherein the crosslinking agent is citric acid.
8. The fibers of Claim 6 wherein the crosslinking agent is malic acid.
9. The fibers of Claim 6 wherein the crosslinking agent is tartaric acid.
10. The fibers of Claim 1 wherein the polyol is selected from the group consisting of acyclic polyols, alicyclic polyols, and heterosides and mixtures thereof.

11. The fibers of Claim 10 wherein the acyclic polyol is selected from the group consisting of erythritol, xylitol, arabinitol, ribitol, sorbitol, mannitol, perseitol and volemitol and mixtures thereof.
12. The fibers of Claim 11 wherein the acyclic polyol is sorbitol.
- 5 13. The fibers of Claim 10 wherein the alicyclic polyol is myo-inositol.
14. The fibers of claim 10 wherein the heteroside is maltitol.
15. The fibers of claim 10 wherein the heteroside is lactitol.
16. The fibers of Claim 1 having a brightness greater than about 79.0 % ISO.
- 10 17. The fibers of Claim 1 wherein the wet bulk is greater than about 16 cc/g.
18. The fibers of Claim 1 wherein the polyol is present from about 1 % to about 10 % of the weight of the cellulose fiber.
19. The fibers of Claim 1 wherein the polyol is present from about 2 % to about 6% of the weight of cellulose fiber.

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